

ORDER



KLAS

Orders	Order / Rev:	36810
	Alt Order #:	
	Product Desc:	ROMNEY/RNC
	Estimate:	
	Flight Dates:	08/15/12 - 08/21/12
	Original Date / Rev:	07/30/12 / 08/13/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	American Rambler Production
	Buying Contact:	Stephanie Kincaid
	Billing Contact:	138 Conant St.
		Beverly, MA 01915

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Romney, Mitt / R-Pres
	Demographic:	A25-54
	Product Codes:	PO1
	Priority:	LV3
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/21/12	128	\$174,140.00	\$148,019.00	August 2012	128	\$174,140.00	\$148,019.00	0.00
					Totals	128	\$174,140.00	\$148,019.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	35%	\$174,140.00
Market	100%	\$497,542.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$124,385.71
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$24,877.14
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 10	8	08/20/12	08/21/12	Y&R	CM	11a-12p	MT-----	:30	2	\$1,800.00	LV1	0.00	NM	0	\$0.00	
Young & Restless																
YOUNG & RESTLESS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week: 08/20/12 08/26/12 MT----- 2 \$1,800.00 0.00																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1		8	08/20/12-08/26/12	Y&R		11a-12p			MT-----	:30	(\$1,800.00)	0.00	NM			
Credited [due n/a upon entry (DA)]																
2		8	08/20/12-08/26/12	Y&R		11a-12p			MT-----	:30	(\$1,800.00)	0.00	NM			
Credited [due n/a upon entry (DA)]																
E 11	8	08/15/12	08/17/12	8 News Now	Noon M-F	CM	12-1230p	--WTF--	:30	6	\$650.00	LV1	0.00	NM	6	\$3,900.00
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week: 08/13/12 08/19/12 --WTF-- 6 \$650.00 0.00																
E 12	8	08/15/12	08/17/12	8 News Now	Noon M-F	CM	12-1230p	--WTF--	:30	4	\$650.00	LV1	0.00	NM	4	\$2,600.00
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week: 08/13/12 08/19/12 --WTF-- 4 \$650.00 0.00																
E 13	8	08/15/12	08/17/12	1230-2p	Soaps/ LMAD	CM	1230-2p	--WTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
BOLD & BEAUTIFUL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week: 08/13/12 08/19/12 --WTF-- 3 \$750.00 0.00																
E 14	8	08/20/12	08/21/12	1230-2p	Soaps/ LMAD	CM	1230-2p	MT-----	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00
BOLD & BEAUTIFUL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week: 08/20/12 08/26/12 MT----- 2 \$750.00 0.00																
E 15	8	08/20/12	08/21/12	The Talk	2-3P	CM	2-3p	MT-----	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00
THE TALK																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week: 08/20/12 08/26/12 MT----- 2 \$750.00 0.00																
E 16	8	08/15/12	08/17/12	The Talk	2-3P	CM	2-3p	--WTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
THE TALK																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week: 08/13/12 08/19/12 --WTF-- 3 \$750.00 0.00																
E 17	8	08/15/12	08/17/12	Ellen	Ellen	CM	3-4p	--WTF--	:30	6	\$800.00	LV1	0.00	NM	6	\$4,800.00
ELLEN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week: 08/13/12 08/19/12 --WTF-- 6 \$800.00 0.00																
E 18	8	08/20/12	08/21/12	Ellen	Ellen	CM	3-4p	MT-----	:30	4	\$800.00	LV1	0.00	NM	4	\$3,200.00
ELLEN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week: 08/20/12 08/26/12 MT----- 4 \$800.00 0.00																
E 19	8	08/20/12	08/21/12	8 News Now	4p M-F	CM	4-5p	MT-----	:30	4	\$900.00	LV1	0.00	NM	4	\$3,600.00
NOW 4PM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
Week: 08/20/12 08/26/12 MT----- 4 \$900.00 0.00																
E 20	8	08/15/12	08/17/12	8 News Now	4p M-F	CM	4-5p	--WTF--	:30	6	\$900.00	LV1	0.00	NM	6	\$5,400.00
NOW 4PM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							

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E 20	8	08/15/12	08/17/12	8 News Now	4p M-F	CM	4-5p		--WTF--	:30	6	\$900.00	LV1	0.00	NM	6	\$5,400.00
8 News Now 4p M-F																	
NOW 4PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12 08/19/12 --WTF-- 6 \$900.00 0.00																	
E 21	8	08/15/12	08/17/12	8 News Now	5-630p M-FCM		5-630p		--WTF--	:30	6	\$1,250.00	LV1	0.00	NM	6	\$7,500.00
8 News Now 5-630p M-F																	
NOW 5PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12 08/19/12 --WTF-- 6 \$1,250.00 0.00																	
E 22	8	08/20/12	08/21/12	8 News Now	5-630p M-FCM		5-630p		MT-----	:30	4	\$1,250.00	LV1	0.00	NM	4	\$5,000.00
8 News Now 5-630p M-F																	
NOW 5PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12 08/26/12 MT----- 4 \$1,250.00 0.00																	
E 23	8	08/20/12	08/21/12	630-7p Inside	Edition	CM	630-7p		MT-----	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00
Inside Edition																	
INSIDE EDITION																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12 08/26/12 MT----- 2 \$900.00 0.00																	
E 24	8	08/15/12	08/17/12	630-7p Inside	Edition	CM	630-7p		--WTF--	:30	3	\$900.00	LV1	0.00	NM	3	\$2,700.00
Inside Edition																	
INSIDE EDITION																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12 08/19/12 --WTF-- 3 \$900.00 0.00																	
E 25	8	08/15/12	08/17/12	7-8p Rotator		CM	7-8p		--WTF--	:30	3	\$1,000.00	LV1	0.00	NM	3	\$3,000.00
7-8p Rotator																	
ENTERTAINMENT TONIGHT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12 08/19/12 --WTF-- 3 \$1,000.00 0.00																	
E 26	8	08/20/12	08/21/12	7-8p Rotator		CM	7-8p		MT-----	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
7-8p Rotator																	
ENTERTAINMENT TONIGHT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12 08/26/12 MT----- 2 \$1,000.00 0.00																	
E 27	8	08/20/12	08/21/12	8 News Now	11p M-F	CM	11-1135p		MT-----	:30	4	\$1,700.00	LV1	0.00	NM	4	\$6,800.00
8 News Now 11p M-F																	
11P NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12 08/26/12 MT----- 4 \$1,700.00 0.00																	
E 28	8	08/15/12	08/17/12	8 News Now	11p M-F	CM	11-1135p		--WTF--	:30	6	\$1,700.00	LV1	0.00	NM	4	\$6,800.00
8 News Now 11p M-F																	
11P NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12 08/19/12 --WTF-- 6 \$1,700.00 0.00																	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type																	
2	8	08/13/12-08/19/12	8 News Now 11p M-F				11-1135p					--WTF-----	:30	(\$1,700.00)	0.00	NM	
Credited [due n/a upon entry (DA)]																	
4	8	08/13/12-08/19/12	8 News Now 11p M-F				11-1135p					--WTF-----	:30	(\$1,700.00)	0.00	NM	
Credited [due n/a upon entry (DA)]																	
E 29	8	08/15/12	08/17/12	Letterman		CM	1135p-1237a		--WTF--	:30	3	\$650.00	LV1	0.00	NM	3	\$1,950.00
Letterman																	
LETTERMAN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12 08/19/12 --WTF-- 3 \$650.00 0.00																	
E 30	8	08/20/12	08/21/12	Letterman		CM	1135p-1237a		MT-----	:30	2	\$650.00	LV1	0.00	NM	2	\$1,300.00
Letterman																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Advertiser: Romney, Mitt / R-Pres
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 30	8	08/20/12	08/21/12	Letterman Letterman	CM	1135p-1237a	MT-----	:30	2	\$650.00	LV1	0.00	NM	2	\$1,300.00	
LETTERMAN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		2	\$650.00			0.00						
E 31	8	08/21/12	08/21/12	Tue 8-9p NCIS	CM	8-9p	-T-----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00	
NCIS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-T-----		1	\$12,000.00			0.00						
E 32	8	08/15/12	08/15/12	Wed 9-10p Criminal Minds	CM	9-10p	--W----	:30	1	\$10,000.00	LV1	0.00	NM	1	\$10,000.00	
CRIMINAL MINDS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	--W----		1	\$10,000.00			0.00						
E 33	8	08/17/12	08/17/12	Fri 9-10p CSI: NY	CM	9-10p	----F--	:30	1	\$7,000.00	LV1	0.00	NM	1	\$7,000.00	
CSI:NY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	----F--		1	\$7,000.00			0.00						
E 34	8	08/17/12	08/17/12	Fri 10-11p Blue Bloods	CM	10-11p	----F--	:30	1	\$7,000.00	LV1	0.00	NM	1	\$7,000.00	
BLUE BLOOD																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	----F--		1	\$7,000.00			0.00						
E 35	8	08/18/12	08/18/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	2	\$1,500.00	LV1	0.00	NM	2	\$3,000.00	
NEWS ROTATION																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S-		2	\$1,500.00			0.00						
E 36	8	08/18/12	08/18/12	Politics Now S Sebelius CM Politics Now S Sebelius	CM	Various (5:30 PM-6:00 PM)	-----S-	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00	
POLITICS NOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S-		1	\$750.00			0.00						
E 37	8	08/18/12	08/18/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	2	\$250.00	LV1	0.00	NM	0	\$0.00	
ENTERTAINMENT TONIGHT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S-		2	\$250.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1		8	08/13/12-08/19/12	Sat 7-8p - ET Wknd	7-8p					-----Sa--		:30	(\$250.00)	0.00	NM	
	<i>Credited [due n/a upon entry (DA)]</i>															
2		8	08/13/12-08/19/12	Sat 7-8p - ET Wknd	7-8p					-----Sa--		:30	(\$250.00)	0.00	NM	
	<i>Credited [due n/a upon entry (DA)]</i>															
E 38	8	08/18/12	08/18/12	Sat 8-9p Comedy Saturday	CM	8-9P	-----S-	:30	2	\$2,500.00	LV1	0.00	NM	0	\$0.00	
ENCORE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S-		2	\$2,500.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1		8	08/13/12-08/19/12	Sat 8-9p	8-9P					-----Sa--		:30	(\$2,500.00)	0.00	NM	
	<i>Credited [due n/a upon entry (DA)]</i>															
2		8	08/13/12-08/19/12	Sat 8-9p	8-9P					-----Sa--		:30	(\$2,500.00)	0.00	NM	
	<i>Credited [due n/a upon entry (DA)]</i>															
E 39	8	08/18/12	08/18/12	Sat 9-10p Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00	

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